

Entrepreneurship Fundamentals

with Whitney Johnson

Additional Resources

00_03

"New Research: The Skills That Make an Entrepreneur"

<http://blogs.hbr.org/2012/12/new-research-the-skills-that-m/>

"Entrepreneurship and Job Creation"

<http://www.gallup.com/strategicconsulting/157253/entrepreneurship-job-creation.aspx>

"Entrepreneurs Get Better with Age"

<http://blogs.hbr.org/2013/06/entrepreneurs-get-better-with/>

"10 Personality Traits Every Successful Entrepreneur Has"

<http://www.businessinsider.com/traits-of-successful-entrepreneurs-2013-2>

01_01

"What Job Does Social Media Do For You?"

<http://blogs.hbr.org/2011/08/what-job-does-social-media-do/>

"Clay Christensen's Milkshake Marketing"

<http://hbswk.hbs.edu/item/6496.html>

"What Products Will Customers Want to Buy?"

<http://usatoday30.usatoday.com/money/industries/technology/maney/2003-11-12-innovators-solution-excerpt.htm>

"The Customer-Centered Innovation Map"

<http://hbr.org/2008/05/the-customer-centered-innovation-map/ar/1>

01_02

"The Amazon of Education"

http://www.slate.com/articles/life/education/2014/01/southern_new_hampshire_university_how_paul_leblanc_s_tiny_school_has_become.html

"Discovering New and Emerging Markets"

<http://hbr.org/product/discovering-new-and-emerging-markets/an/1556BC-PDF-ENG>

lynda.com course: Disrupting Yourself

01_04

For further reading:

"Is It a Business or a Hobby?"

<http://www.sba.gov/content/it-business-or-hobby>

01_05

Further study:

The Lean Startup by Eric Ries

<http://www.amazon.com/The-Lean-Startup-Entrepreneurs-Continuous/dp/0307887898>

"The Bootstrapper's Guide to Launching New Products"

<http://www.inc.com/magazine/20091001/the-bootstrappers-guide-to-launching-new-products.html>

Minimum Viable Product - Wikipedia

http://en.wikipedia.org/wiki/Minimum_viable_product

"3D Printing Could Be a Boon for Small Business"

<http://www.forbes.com/sites/capitalonespark/2013/05/06/3d-printing-could-be-a-boon-for-small-business/>

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For further study:

Business Plan - Wikipedia

http://en.wikipedia.org/wiki/Business_plan

The \$100 Startup by Chris Guillebeau

<http://www.amazon.com/The-100-Startup-Reinvent-Living/dp/0307951529>

Business Plans for Dummies by Paul Tiffany and Steven Peterson

Alex Osterwalder, Business Model Canvas

"How to Write a Great Business Plan"

<http://hbr.org/1997/07/how-to-write-a-great-business-plan/ar/1>

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"You Get What You Pay For? Costly Placebo Works Better Than Cheap One"

<http://www.sciencedaily.com/releases/2008/03/080304173339.htm>

"Using Pricing Strategy to Boost Sales"

<http://blogs.hbr.org/2012/07/use-pricing-strategy-to-boost/>

"8 Pricing Strategies You Can Implement Now"

<http://smallbiztrends.com/2008/08/8-pricing-strategies-you-can-implement-right-now.html>

"Pricing your product from scratch"

<http://market-found.com/pricing-product-scratch/>

"Poor Pricing Kills Startups"

<http://market-found.com/poor-pricing-kills-startups/>

"Circles" an HBR Case Study

<http://hbr.org/product/circles/an/898043-PDF-ENG>

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More study:

"The Rise of Virtual Brick-and-Mortars"

<http://blogs.hbr.org/2013/05/the-rise-of-virtual-bricks-and/>

"How can you preclude your stores from becoming showrooms for Amazon?"

<https://www.quora.com/Retail/How-can-you-preclude-your-stores-from-becoming-showrooms-for-Amazon>

02_04

Learn how to build a financial model:

<http://foresight.is/>

"4 reasons you should build a financial model for your startup"

<http://www.irishcentral.com/business/startups/4-reasons-you-should-build-a-financial-model-for-your-startup.html>

"Startups Throw Out Your Financial Models: The Argument for Lean Modeling"

<http://www.forbes.com/sites/jjcolao/2013/02/21/startups-throw-out-your-financial-models-the-argument-for-lean-modeling/>

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For Further Study:

"Business Structure Basics"

<http://www.entrepreneur.com/article/75118>

"Common Business Structures for Independent Workers"

<http://www.mbopartners.com/independents-guide/plan/common-business-structures-independent-workers>

"Should My Company be an LLC, an S-Corp or Both"

<http://www.sba.gov/community/blogs/community-blogs/business-law-advisor/should-my-company-be-llc-s-corp-or-both>

02_06

For further study:

"10 Intellectual Property Tips Entrepreneurs Can't Afford to Ignore"

<http://yfsmagazine.com/2012/06/05/10-intellectual-property-tips-entrepreneurs-cant-afford-to-ignore/3/>

"10 Ways to Protect Your Intellectual Property"

<http://www.inc.com/kelly-fitzsimmons/ten-ways-to-protect-your-intellectual-property.html>

"Conquer the Legalese of Business Formation"

<http://yfsmagazine.com/2009/12/21/conquer-the-legalese-of-business-formation/>

03_01

The Founder's Dilemmas by Noam Wasserman

<http://tech.co/founders-dilemmas-noam-wasserman-2013-10>

<http://www.amazon.com/The-Founders-Dilemmas-Anticipating-Entrepreneurship/dp/0691158304>

"3 Biggest Mistakes When Choosing a Cofounder"

<http://onstartups.com/tabid/3339/bid/97391/3-Biggest-Mistakes-When-Choosing-a-Cofounder.aspx>

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"Daniel McFarland: What Is the Secret to a Happy Collaboration?"

http://www.gsb.stanford.edu/news/headlines/daniel-mcfarland-what-is-secret-happy-collaboration?utm_source=twitter&utm_medium=social-media&utm_campaign=entrepreneurship-collaboration

"Collaboration is risky. Now get on with it."

<http://blogs.hbr.org/2011/06/collaboration-is-risky-now-get/>

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"4 Tips for Getting the Right Advisors for Your Business"

<http://ventureneer.com/vblog/4-tips-getting-right-advisors-your-business>

"12 Point Advice on Start Up Advisory Boards"

<http://www.analysttoangel.com/2013/08/12-point-advice-on-start-up-advisory.html>

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Consequential Strangers by Melinda Blau and Karen Fingerman"

<http://www.amazon.com/Consequential-Strangers-Everyday-Encounters-Life-Changing/dp/0393338452>

"Building a Network that Works Takes Work"

<http://blogs.hbr.org/2011/04/building-a-network-that-works/>

"For a Career That Lasts, Build Real Relationships"

<http://blogs.hbr.org/2013/03/for-a-career-that-lasts-build/>

"Are you Stuck in a Girls' Club?"

<http://blogs.hbr.org/2011/12/are-you-stuck-in-a-girls-club/>

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"Craft an Attention-Grabbing Message"

<http://blogs.hbr.org/2011/12/craft-an-attention-grabbing-me/>

Win Buy-In from Decision-Makers in 60 Seconds or Less

<http://samhornpop.wordpress.com/2014/01/27/thats-intriguing-96-10-tips-to-perfect-your-pitch/>

"Can you have a baby AND run a startup? Here's how WeeSpring manages it."

<http://thenextweb.com/entrepreneur/2014/04/02/can-baby-run-startup-heres-weespring-manages/>

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"Web Design -- The Old & New Ways"

<http://webdesignfromscratch.com/design-process/web-design-the-old-new-ways/>

"The 7 Elements of Modern Web Design"

<http://blog.hubspot.com/marketing/elements-of-modern-web-design-list>

"What Makes a Good Website?"

<http://ezinearticles.com/?What-Makes-a-Good-Website?&id=1011305>

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Wikipedia entry on lead generation

http://en.wikipedia.org/wiki/Lead_generation

"4 Ways to Generate Higher Quality, Sales-Ready Leads"

<http://blog.hubspot.com/blog/tabid/6307/bid/5863/4-Ways-to-Generate-Higher-Quality-Sales-Ready-Leads.aspx>

"The Compounding Returns of Content Marketing: The Data Behind Why Persistence Pays Off in Blogging"

<http://www.linkedin.com/today/post/article/20130702174741-4444200-the-compounding-returns-of-content-marketing-the-data-behind-why-persistence-pays-off-in-blogging>

"Inbound Leads Cost 61% Less Than Outbound"

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"The Power of Delight"

<http://www.jonathanfields.com/the-power-of-delight/>

"The Covert Questions Your Customers Want Answered"

<http://www.fastcompany.com/3003976/covert-questions-your-customers-want-answered>

"7 Awesome Examples of Surprise and Delight That Will Blow your Mind"

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Wikipedia entry for cohort analysis

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<http://jonathonbalogh.com/2012/03/24/introduction-to-cohort-analysis-for-startups/>

"3 Rules to Actionable Metrics in a Lean Startup"

<http://practicetrumpstheory.com/2010/07/3-rules-to-actionable-metrics/>

"Top Ten Employment Law Tips for Startups"

<http://www.startuplawblog.com/2011/05/26/top-ten-employment-law-tips-for-start-ups/>

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Breaking Out by John Butman

<http://www.amazon.com/Breaking-Out-Build-Influence-Competing/dp/1422172805>

Ready to be a Thought Leader? By Denise Brosseau

<http://www.amazon.com/Ready-Be-Thought-Leader-Influence/dp/1118647610>

"Branding: How to Become a Thought Leader"

<http://www.inc.com/become-a-thought-leader.html>

"How to Become a Thought Leader"

<http://mashable.com/2013/07/09/thought-leader/>

"Make Your Innovative Idea Seem Less Terrifying"

<http://blogs.hbr.org/2013/10/make-your-innovative-idea-seem-less-terrifying/>

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"Startup Metrics, a love story"

<http://www.slideshare.net/andreasklinger/startup-metrics-a-love-story>

"Why bother talking to customers and how to not waste your time doing it"

<http://www.hackertalks.io/robfitz/why-bother-talking-to-customers-and-how-to-not-waste-your-time-doing-it>

"Startup Metrics for Pirates: AARRR!!!"

<http://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-long-version>

"Lessons Learned -- Viral Marketing"

<http://www.forentrepreneurs.com/lessons-learnt-viral-marketing/>

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lynda.com *Negotiation Fundamentals* by Lisa Gates

<http://www.lynda.com/Business-Business-Skills-tutorials/Negotiation-Fundamentals/101504-2.html>

"6 Tips for Reluctant Negotiators"

<http://blogs.hbr.org/2014/04/6-tips-for-reluctant-negotiators/>

"15 Rules for Negotiating a Job Offer"

<http://hbr.org/2014/04/15-rules-for-negotiating-a-job-offer/ar/1>

"Bullying Is a Confidence Game"

<http://blogs.hbr.org/2012/07/bullying-is-a-confidence-game/>

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lynda.com *Accounting Fundamentals* by Jim and Kaye Stice

<http://www.lynda.com/Business-Accounting-tutorials/Accounting-Fundamentals/158665-2.html>

"Accounting for Startups: Why Cash is King"

http://www.huffingtonpost.com/ryan-buckley/accounting-for-startups-w_b_5031050.html

"Here's Where Your Startup's Cash Went"

<http://www.forbes.com/sites/chrisjohnson/2013/11/18/heres-where-your-startups-cash-went/>

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"Put Failure in Its Place"

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<http://blogs.hbr.org/2010/06/the-long-of-coming-up-short/>

"The Trouble With Bright Kids"

<http://blogs.hbr.org/2011/11/the-trouble-with-bright-kids/>

Daring Greatly by Brené Brown

<http://www.amazon.com/Daring-Greatly-Courage-Vulnerable-Transforms/dp/1592407331>

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"Run Walk Run"

<http://www.jeffgalloway.com/training/run-walk/>

"Hemingway, Thoreau, Jefferson and the Virtues of a Good Long Walk"

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"Go Ahead, Take that Break"

<http://blogs.hbr.org/2011/07/go-ahead-take-that-break/>

Sabbath by Wayne Muller

<http://www.amazon.com/Sabbath-Finding-Renewal-Delight-Lives/dp/0553380117>

"Manage Your Energy, Not Your Time"

<http://hbr.org/2007/10/manage-your-energy-not-your-time/ar/1>

"How to Sleep Your Way to the Top – Literally"

<https://www.linkedin.com/today/post/article/20121002115548-143695135-how-to-sleep-your-way-to-the-top-literally>

"Getting in Shape Doesn't Have to Be Such a Drag"

<http://www.linkedin.com/today/post/article/20140311212757-143695135-getting-in-shape-doesn-t-have-to-be-such-a-drag>

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"Get Your Team to Do What It Says It's Going to Do"

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"How to Write Process Documentation"

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"How to Document Internal Controls & Processes"

http://www.ehow.com/how_6162124_document-internal-controls-processes.html

"How to Start a Startup"

<http://www.paulgraham.com/start.html>

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A Rising Tide by Susan Coleman and Alicia M. Robb

<http://www.amazon.com/Rising-Tide-Financing-Strategies-Women-Owned/dp/0804773068>

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"Accelerator vs. Incubator: What's the Difference?"

<http://www.inc.com/christina-desmarais/difference-between-startup-accelerator-and-incubator.html>

"Startup = Growth"

<http://paulgraham.com/growth.html>

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"Best and Niess: Crowdfunding Will Change the World"

<http://www.forbes.com/sites/devinthorpe/2014/01/08/best-and-neiss-crowdfunding-will-change-the-world/>

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"If You Do This, Your Emails Might be Rude"

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<http://www.forbes.com/sites/allbusiness/2013/07/09/8-mistakes-entrepreneurs-make-when-pitching-to-investors/>

Watch the Shark Tank – a fantastic tutorial on how to pitch investors.

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"Investing in Start-ups: For Love and Money"

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"5 Steps to Finding Investors for Your Startup"

<http://www.forbes.com/sites/dailymuse/2013/02/13/5-steps-to-finding-investors-for-your-start-up/>

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“How Startup Valuation Works – Measuring a Company’s Potential”

<http://fundersandfounders.com/how-startup-valuation-works/>

“Startup Valuations: The Venture Capital Method” by Bill Payne

<http://billpayne.com/2011/02/05/startup-valuations-the-venture-capital-method.html>

The Berkus Method: Valuing an Early Stage Investment.

<http://berkonomics.com/?p=1214>

“What Is A Good Venture Return?”

<http://avc.com/2009/03/what-is-a-good-venture-return/>

“Early Stage Investor Due Diligence: A More Detailed Take On What Matters”

<http://www.analysttoangel.com/2013/10/early-stage-investor-due-diligence-more.html>

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"What's in a Term Sheet"

http://wwwFOUNDERSfund.com/uploads/term_sheet_explained.pdf

Founder's Fund Term Sheet

<http://wwwFOUNDERSfund.com/termsheet/>

"How To Draw Up A Capitalization Table"

http://www.huffingtonpost.com/fred-wilson/how-to-draw-up-a-capitali_b_981800.html

Term Sheet Series by Brad Feld and Jason Mendelson

<http://www.feld.com/wp/archives/2005/08/term-sheet-series-wrap-up.html>

Sample Term Sheet from National Venture Capital Association

http://www.nvca.org/index.php?option=com_content&view=article&id=108&Itemid=136

"Do You Speak VC? A Beginner's Guide to Investors"

<https://www.themuse.com/advice/do-you-speak-vc-a-beginners-guide-to-investors>

"What A Straight Forward, Non-Jargony Term Sheet From A VC Looks Like"

<http://www.businessinsider.com/a-plain-english-term-sheet-venture-capitalist-2013-6>

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"6 Tips for Reluctant Negotiators"

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07_01

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07_03

Dare, Dream, Do by Whitney Johnson

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“Why I Still Dream of Having It All”

<http://whitneyjohnson.com/why-i-still-dream-of-having-it-all/>